

# The C&E.D. Report

News from COMMUNITY &amp; ECONOMIC DEVELOPMENT

## A New Information Resource

The *C&ED Report* is the newest publication of the City of San Diego's Community and Economic Development Department to inform stakeholders about the City's progress in Economic Development, Redevelopment and Community Services activities. This bi-monthly publication will focus on the latest news and activities relating to business assistance and advocacy; partnerships in business retention, expansion and attraction; neighborhood revitalization and infrastructure improvements; redevelopment; and community and social service programs.



## Project News Briefs

**Renewal Community Outreach Continues:** On October 26, the City of San Diego held a training session for CPAs and attorneys on the new tax incentives available to businesses, developers and investors within the recently designated Renewal Community (RC). The presentation, conducted by the nation's leading expert on the RC, received positive feedback from attendees. The City, the Business Improvement District Council, the Diamond Business Improvement District, the Downtown Partnership, and the Little Italy Association also co-hosted a series of similar presentations on these new tax provisions for businesses located within the geographic boundaries of the RC. The events illustrated how the new law can provide tax savings, which include tax credits on employees' wages, increased section 179 expensing, zero capital gains tax rate, and accelerated depreciation deductions. Presentations were held on November 14, 15, and 19. For more information on the Renewal Community designation or other Incentive Zones, contact **Ples Felix** at (619) 533-5442 or by e-mail at [pfelix@sandiego.gov](mailto:pfelix@sandiego.gov).

**EmTek/A.L. Wizard:** The City's EmTek Fund has recently awarded a \$200,000 loan to the program's first woman-owned business. The recipient, A. L. Wizard, provides comprehensive, needs-based information management systems to assisted living and resident care communities as an easy-to-use software solution. The EmTek Fund provides angel-stage capital to promising local small businesses and technology entrepre-

*Project News... cont. on Page 3*

## C&ED Programs in the News

Community and Economic Development



Department projects received major exposure recently in print, television and radio news. Highlights include:

- **Lights On After School Kick Off**  
Print and Television
- **Kiddie Hall Ribbon Cutting Ceremony**  
Television, Radio and Print
- **City Provides \$82,000 in Grants to Business Assistance Organizations**  
San Diego Business Journal
- **City Heights First-Time Homebuyer Program Expanded**  
Print and Television Coverage
- **NASSCO, City, Partner to Fill 400 Jobs**  
Television
- **EmTek's \$200,000 Investment in Woman-Owned Business**  
Print and Television
- **Business Incentives Keep Region Competitive**  
San Diego Daily Transcript
- **Redevelopment: Improving San Diego's Economy and Quality of Life**  
San Diego Daily Transcript
- **Renewal Community Latest Tool in Economic Development**  
San Diego Daily Transcript
- **Naval Training Center Project**  
Print
- **Homeless Services**  
Print and Television
- **North Park Theatre and Parking Structure**  
Union-Tribune
- **City Heights Urban Village Townhomes and Office Center**  
Print
- **City Heights Model School Program**  
Print and Television

## Upcoming Events

### December 15

- **2002-2003 Homeless Winter Shelter Program Begins.** For more information, call (619) 533-6280

### January (TBD)

- **Cortez Hill Family Center Opening Ceremony.** For more information, call (619) 236-6172

### January 14

- **"The ABC's of Starting, Growing and Financing Your Small Business"** (small business assistance seminar series). For more information, call (619) 685-1390



THE CITY OF SAN DIEGO  
COMMUNITY  
& ECONOMIC  
DEVELOPMENT

***"Improving the  
Quality of Life  
and Ensuring  
a Healthy  
Economy  
for All  
San Diegans"***



# A Closer Look

## 6 to 6 Program

The City of San Diego's successful "6 to 6" program, created by a partnership between the City of San Diego and the San Diego Unified School District, opens community schools before and after normal school hours to provide a safe place for elementary and middle school-aged children and youth.



Research shows as many as 15 million children across the nation have no adult supervision during non-school hours. After school programs are a good investment for improving academic achievement, keeping kids safe, helping working families, and teaching children social skills and conflict resolution.



# Employed	1,200
Children served	25,000
Schools	202
Improved reading scores	57%
Improved math scores	44%
Juvenile crime reduced	13.1%
Juvenile crime decreased	11.7%

## Parking Meter Districts

The Parking Meter Districts Program distributes a portion of parking meter revenue to three designated districts –



Downtown, Uptown, and Mid-City communities, and the funds may be used for parking lots, parking structures, valet parking, signage, landscaping, maintenance, and security.

Major goals of the program include: provide more adequate parking, expand existing public parking facilities, and change parallel on-street parking to diagonal parking. Implementation of these features helps to mitigate traffic and parking congestion.

The Parking Meter District Program helped finance downtown's 501-car parking facility, Park-It-On-Market, and is assisting North Park, La Jolla and Pacific Beach on other parking-solution issues.

City parking meter revenue returned to districts	45%
Bus passes sold at the Kiosk	12,000 per month
Hours of pre-paid parking meter cards sold	7,000 per month
Hours reloaded to recycled cards	1,700
Average revenue per parking meter	\$1,043 per year
Overall parking meter revenue generated by prepaid parking meter cards from FY 02	About 5% (Almost \$275,000)

## City Partner Profile

### Economic Summit Takes A Close Look at Border Infrastructure:

The South County Economic Development Council (SCEDC), a City of San Diego Economic Development and Tourism Support (EDTS) grant recipient and partner agency, hosted the 12th Annual Economic Summit at the San Diego Marriott & Marina on October 18. This year's summit focused on "Financing Border Infrastructure" and discussed business opportunities available to both public and private sectors. Keynote speaker Raul Rodriguez, managing director & CEO of NADBank, addressed the challenges and rewards of a reliable infrastructure in a bi-national region. Other speakers included Standard & Poor's Managing Director Steven G. Zimmerman,

who spoke on the unprecedented growth potential in the border area. SCEDC also unveiled its latest survey, "Who Crosses the Border," which quantifies economic impacts of border crossings. The event had approximately 300 attendees, including more from outside San Diego than previous years. The City of San Diego was a major sponsor of the summit, with additional sponsors including Univision/Telemundo, Port of San Diego, San Diego National Bank, Union Bank of California, Economic Development of the City of Tijuana (CDT), Sempra Energy and SDG&E. SCEDC is a nonprofit organization formed by a group of business and community leaders who share the goal of improving South County's economy, image and quality of life.

In June 2002, the SCEDC received an EDTS grant of \$31,949 - part of the allocation of more than \$740,000 in grant funding to 20 local nonprofit organizations that assist the City in expanding employment, business and economic opportunities, as well as promoting San Diego as a tourist destination. A portion of the City's Transient Occupancy Tax (TOT) funds

*Economic Summit... cont. on Page 4*



neurs that otherwise would not qualify for early-stage investment capital financing. For more information on the EmTek Fund or other business assistance programs, contact the **Community and Economic Development Department** at (619) 533-4233.

**Kiddie Hall Ribbon Cutting:** The Kiddie Hall City Employee Childcare Center held its Ribbon Cutting ceremony on November 13. The state-of-the-art facility opened its doors on Monday, December 2. The Center, located at 600 B Street in the Comerica Bank building, will serve 150 children, from infants to 5-year-olds, with drop-in care available to school age kids during vacations and holidays. Eight classrooms will offer developmentally appropriate education programs featuring art, music and creative movement. Knowledge Beginnings, a national leader in early childhood education programs, will manage the center. For more information on Kiddie Hall, visit the City's web site at [www.sandiego.gov](http://www.sandiego.gov) or contact **Deb Ferrin** at (619) 533-6511.

**Ground Breaking of Office Space at NTC:** On October 17, the City of San Diego Redevelopment Agency and the Corky McMillin Companies held a formal ground-breaking ceremony for the office district at Liberty Station, part of the NTC Redevelopment Project Area. Construction of the first two of seven buildings has begun, with anticipated completion by summer of 2003. The two, two-story buildings total 100,000 square feet of office space. Businesses located within NTC will be eligible to receive tax savings as part of



"special" Enterprise Zone (the Local Agency Military Base Recovery Area) incentives. The designation is for a period of eight years and includes California tax incentives such as: up-front expensing of certain depreciable property, sales tax credits on purchases of \$20 million per year of qualified machinery and machinery parts, and several others. Parties interested in leasing office space can contact the **McMillin leasing agent**, at (858) 546-4600. For more information on the NTC Redevelopment Project Area and Liberty Station, visit the City's web site, [www.sandiego.gov](http://www.sandiego.gov) or call **Maureen Ostrye**, (619) 533-5430.

**NASSCO Job Fair:** The National Steel and Shipbuilding Company (NASSCO), in collaboration with the Community and Economic Development Department, the San Diego Workforce Partnership, and the state's Employment Development Department, sponsored a job fair anticipated to fill more than 400 jobs by January. The job fair took place November 9, and targeted welders and shipfitters. On-the-spot interviews were conducted, with eligible candidates able to enroll in a paid training program that ranges from basic to intermediate skill levels, and teaches participants applications in the latest shipbuilding technology. The job fair was an excellent opportunity to match knowledgeable employees with jobs that fill a very specific and prevalent need in San Diego. For more information, contact **Tere Avina** at (619) 533-5487.

**Home in the Heights Program Expanded:** The Redevelopment Agency and the City Heights Redevelopment Project Area Committee (PAC) recently approved expanding the "Home in the Heights" first-time homebuyer loan - making the program available to all first-time homebuyers in the City Heights Redevelopment Project Area. Originally, the "Home in the Heights" program targeted only those residents displaced by new school construction or redevelopment projects in City Heights. Although now available to all project area residents, the program still gives priority to households displaced by new schools and redevelopment projects. The program recently celebrated the first home loan to the Calzada



family for a condominium purchase. For more information on the "Home in the Heights" program, contact **Bob Kennedy** at (619) 533-4276.

**Winter Shelter Program to begin December 15:** The City will begin the 2002-2003 Winter Shelter program on December 15. The program operates two shelters during the coldest months of winter to provide food, shelter and social services to the City's homeless population. The single adult shelter will be operated by the Alpha Project for the Homeless. The Vietnam Veterans of San Diego will operate the shelter for homeless male veterans. This year's program will end in three phases. Beginning March 15, one-third of residents will be discharged (through the use of a lottery system), followed by an additional third on March 22, with the remainder discharged on March 29. For more information on the Winter Shelter program or Homeless Services, contact **Kimberly Pearson-Brown** at (619) 533-6280.

**Disability Awareness Month:** In recognition of October as Disability Awareness Month, a number of educational activities were scheduled to call attention to the barriers people with disabilities face and the opportunities that exist for the community to get involved. The 3rd Annual "Take on a Disability Day" was the highlight of the month, allowing City officials to experience a regular workday as if they had a disability. Those participating in the October 7 event included City Council members and department directors, assisted by staff from several San Diego disability organizations. Our very own Todd Hooks, deputy director of Redevelopment, was among the many to get involved. For more information on Disability Services, contact **Linda Woodbury** at (619) 236-5979.

Project News... cont. on Page 4



**Redevelopment Division to Move to City Heights:** In an effort to reduce overhead, bring Redevelopment personnel closer to their respective project areas, and support one of the most significant redevelopment projects the City has ever undertaken, the Redevelopment Division will be moving to the new office center currently under construction in the City Heights Urban Village. All Redevelopment staff, with the exception of NTC and some administrative staff, will be making the transition around the beginning of the next fiscal year. Staff from the Office of Small Business will move from the World Trade Center to the fourth floor of the Comerica building. The choice of the office center in City Heights exemplifies the City's faith in the revitalization efforts underway in the community. For more information, contact the **Redevelopment Division** at **(619) 533-4233**.

**Mid-City Transit Gateways Project / El Cajon Boulevard Median Project:** Construction of the El Cajon Boulevard

*Economic Summit... continued from Page 2*

are provided through the City of San Diego's EDTS Program to organizations that work toward improving San Diego's economy. The Community and Economic Development Department administers the EDTS program, which has provided support to organizations throughout San Diego since 1998. For more information on the SCEDC, contact **Noe Castro**, director of operations at **(619) 424-5143**. For additional information about the Economic Development and Tourism Support Program, visit the City's web site at [www.sandiego.gov](http://www.sandiego.gov) or contact **Luis Ojeda** at **(619) 533-4246**.

Median Improvement Project began late July and will be substantially complete by the end of 2002. Since 1988, the City has been collaborating with the El Cajon Boulevard Business Improvement Association in a long lasting partnership to revitalize their business districts in North Park and Mid-City. Phase One of the latest median improvement project, the Mid-City Gateways Project, will add trees, landscaping, enhanced paving, automatic irrigation and a new traffic signal to the portion of El Cajon Boulevard between Central Avenue and 43rd Street. Phase Two will include transit shelters, trellises, pedestrian seating, community identification signage and infrastructure for retail carts and kiosks on the bridge decks over the I-15 at El Cajon Boulevard and University Avenue. The project is funded largely by a Federal TEA21 grant and by a City match. For further information, contact **Sue McDevitt** at **(619) 533-7528**.

**Las Americas Gears Up for Phase Two Construction:** The second phase of the Las Americas retail, cultural and entertainment complex, west of Interstate 5 in San Ysidro, has begun construction that will add an additional 290,000 square feet of retail space and other amenities. The \$260 million project will total 1.4 million square feet of retail space and other development along 66 acres of the U.S./Mexico border, including a proposed 525-foot-long pedestrian bridge that developers hope will be completed by the end of 2004. The completion of the second phase of the Shops at Las Americas is expected before the end of 2003, just in time for the holiday season. For more information, contact **Robert Chavez** at **(619) 533-5386**.

**Cortez Hill Family Center Making Strides:** The YWCA and City crews have been



working diligently to complete the renovation of the Days Inn in time for the Cortez Hill Family Center ribbon cutting ceremony, tentatively scheduled for January. The anticipated move-in date for the families is mid-December, signifying the completion of Phase One of the project and initiation of the design plan for Phase Two. For more information on the Cortez Hill Family Center or the Homeless Services Program, visit the City's web site at [www.sandiego.com](http://www.sandiego.com) or call **Kimberly Pearson-Brown** at **(619) 533-6280**.

**An Update on Redevelopment Project Area Committee (PAC) Elections:** Two recent PAC elections were held for North Bay (October 30) and City Heights (November 18). Over the next year, the North Bay PAC will have an increased emphasis on affordable housing and has set up a subcommittee to address this pressing issue. Redevelopment's Affordable Housing Program manager will be working closely with the group. The City Heights PAC will also work on affordable housing, expansion of homeownership, employment opportunities, business attraction and the proposed Model School Project. For more information in the North Bay PAC, contact **Cathy Mahmud** at **(619) 533-5370**; for information on the City Heights PAC, contact **Maricela Leon** at **(619) 533-5265**.

*The C&ED Report* is a monthly publication of the City of San Diego's Community and Economic Development Department. *The C&ED Report* is distributed primarily through email to City Council and management, other City departments and to partner agencies. *The C&ED Report* features news about achievements, project updates, coming events, and other information related to the department.

To be added to the email distribution, contact:

**Managing Editor:** Eric Symons, (619) 533-5318, [esymons@sandiego.gov](mailto:esymons@sandiego.gov)

**Associate Editors:** Monique Uyeda, Michelle Miller, Vanessa Lee, Anne Stephany

City of San Diego Community and Economic Development Department,  
600 B Street, Fourth Floor, San Diego, CA 92101  
Phone: (619) 533-4233 Fax: (619) 533-5250 Web: [www.sandiego.gov](http://www.sandiego.gov)

## OUR MISSION:

With an emphasis on urban core neighborhoods and low and moderate income residents, the Community and Economic Development Department improves the quality of life and ensures a healthy economy for all San Diegans through job development, business development, neighborhood revitalization, public improvements, redevelopment, social services, and revenue enhancement.